

Banzai Marketing Kit: ***RETIREMENT***

banzai.org



Banzai!



BEFORE YOU GET STARTED

Do you know your subdomain?

[YOUR DOMAIN].banzai.org/wellness/

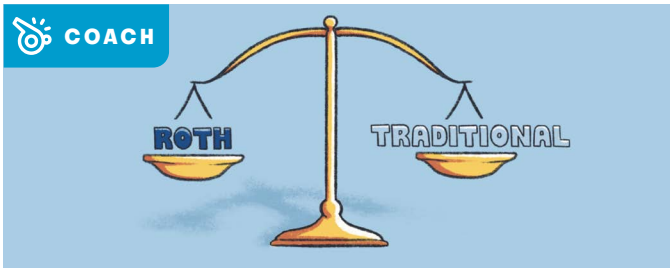


The first portion of the URL you share from your Wellness Center must have your subdomain. Otherwise, the link may redirect users to another sponsor's Wellness Center.

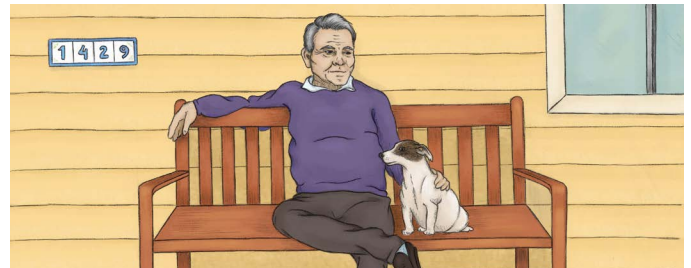
Contact your Banzai representative if you don't know your subdomain.

MARKETING KIT OVERVIEW

Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



[Coach: Retirement Funds](#)



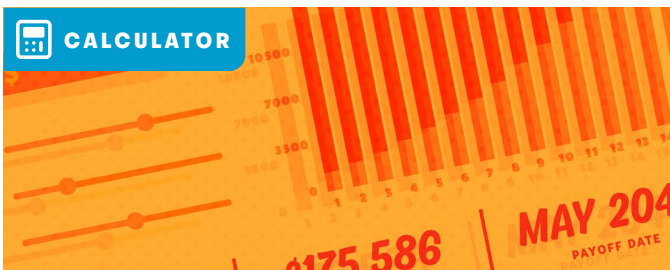
[Article: Transitioning to Retirement](#)



[Article: Individual Retirement Accounts](#)



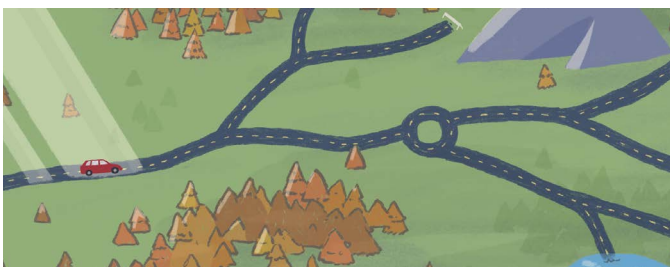
[Coach: Am I Ready to Retire?](#)



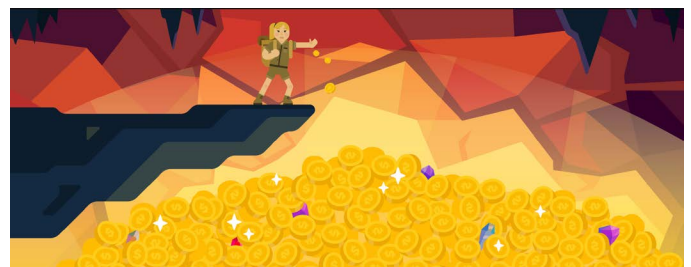
[Retirement Calculator](#)



[Article: Social Security Basics](#)



[Article: Making Critical Retirement Choices](#)



[Article: Meet Your 401\(k\)](#)

SOCIAL MEDIA

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource (Ex: YOURDOMAIN.banzai.org/RESOURCENAME)
 - a. **On Facebook:** Paste the URL in a post
 - b. **On Twitter:** paste the URL in a tweet or post a Bitly link if the URL is too long
 - c. **On Instagram:** post the URL in your bio or use a link-in-bio resource to post multiple links

Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

Social Media Post #1 - Coach: Retirement Funds



PLATFORM

 **Facebook**

IMAGE

[Download](#)

CAPTION

Confused on how to start saving for retirement? Get real-life guidance with the Banzai Coach.

 **Twitter**

[Download](#)

Don't get caught scrambling for money when you're ready to quit working—learn about retirement fund savings with this Banzai Coach.

 **Instagram**

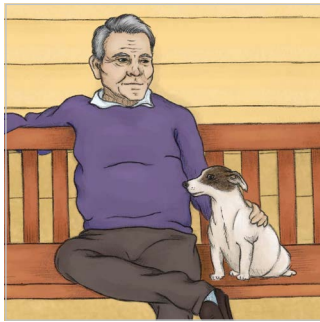
[Download](#)

Getting ready to plan for retirement? This Banzai Coach gives you individualized guidance based on your goals and situation.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #2 - Article: Transitioning to Retirement



PLATFORM

 **Facebook**

IMAGE

[Download](#)

CAPTION

Read the Banzai article on our site to learn all about transitioning to retirement.

 **Twitter**

[Download](#)

Got retirement on the mind? This article will teach you all you need to know about transitioning to retirement. Visit our site to check it out.

 **Instagram**

[Download](#)

There are a few things you should know as you make the transition into retirement. Read this article on our site to learn more!

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #3 - Article: Individual Retirement Accounts



PLATFORM

 **Facebook**

IMAGE

[Download](#)

CAPTION

Got questions about IRAs? Check out our site to get real-life answers with this "Individual Retirement Account" article.

 **Twitter**

[Download](#)

What is an IRA? Learn more about it by exploring this Banzai article on our site.

 **Instagram**

[Download](#)




Check out this article on our site and get all your IRA questions answered.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #4 - Coach: Am I Ready to Retire?

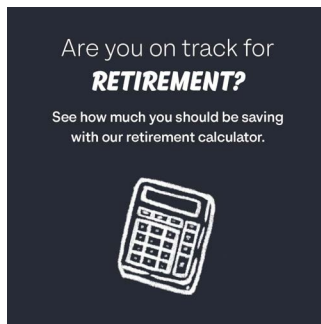





PLATFORM	IMAGE	CAPTION
 Facebook	Download	Make sure you're lined up to retire with this Banzai Coach on our website.
 Twitter	Download	Check out this Banzai Coach on our website to see if you're ready to retire.
 Instagram	Download	The "Am I Ready to Retire?" Coach on our website can help you keep track of your retirement planning. Check it out now!

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #5 - Retirement Calculator






PLATFORM	IMAGE	CAPTION
 Facebook	Download	This Banzai calculator is ready to show you if you're on track for retirement. Check it out on our site.
 Twitter	Download	Ready to see if you're on track to retire? Use this retirement calculator on our website now to find out.
 Instagram	Download	Now is the time to start saving for retirement. This Banzai Retirement Calculator will help you estimate if you're on track. Check it out on our website.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #6 - Article: Social Security Basics



PLATFORM	IMAGE	CAPTION
 Facebook	Download	Learn how Social Security works, read this Banzai article on our site today.
 Twitter	Download	Learn what two steps you have to take to qualify for Social Security by reading this article on our site.
 Instagram	Download	How does Social Security work? How much should you contribute? And how do you benefit? Read this article on our site to find the answers.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #7 - Article: [Making Critical Retirement Choices](#)



PLATFORM

 Facebook

 Twitter

 Instagram

IMAGE

[Download](#)

[Download](#)

[Download](#)

CAPTION

Get the answers you need down the road by asking the right questions now: This article on our site will help.

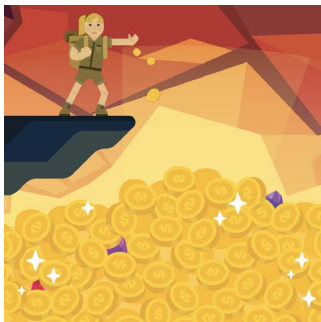
Feeling overwhelmed about your retirement options? Read this Banzai article to map out what's truly important for your retirement goals.

Whether you're just beginning your career or nearing its end, it's never too early to think about what you want retirement to look like. Read more on our site.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

Social Media Post #8 - Article: [Meet Your 401\(k\)](#)



PLATFORM

 Facebook

 Twitter

 Instagram

IMAGE

[Download](#)

[Download](#)

[Download](#)

CAPTION

It's time to start thinking about retirement—learn all about the benefits of a 401(k) with this Banzai article on our site.

Thinking about saving with a 401(k)? Put that thought to action by reading this Banzai article titled, "Meet Your 401(k)."

Do you have a 401(k)? If not, consider reading more about retirement savings with this Banzai article on our site.

HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #retirement #preparetoretire

EMAIL TEMPLATES

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

INSTRUCTIONS

1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:
(Ex: YOURDOMAIN.banzai.org/RESOURCENAME)

Sample Email Template

SUBJECT LINE: Are you prepared for retirement?

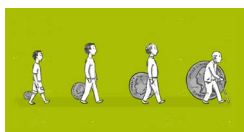
BODY TEXT:

Whether retirement feels like a long way off or it's right around the corner, now is the time to prepare. [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to make a plan for your future, assess your progress, and ensure that, when the time comes, you can coast into an easy and enjoyable retirement.



Retirement Calculator

Are you on track to retire? This powerful Banzai calculator will show how much you'll have saved up and how long it will last you into retirement. Click [here](#) to check it out.



Retirement Funds Coach

This Banzai Coach session functions like a conversation with a virtual financial expert. It will walk you through the differences between a Traditional and Roth IRA, predict how your savings will grow, and help you make a plan to reach your retirement goals. Try it [here](#).



Individual Retirement Accounts Article

What is an IRA? How much can you contribute to it each year? How do taxes impact what you save? This Banzai article will walk you through all of the key information that you need to know. Read it [here](#).

Visit [\[YOUR DOMAIN\].banzai.org](https://[YOUR DOMAIN].banzai.org) to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.

